

**Claim Listing**

Please amend claims 1, 26, 45, and 46. The Claim Listing below will replace all prior versions of the claims in the application:

1. (Currently amended) A system for generating and using viewership profiles to facilitate distributing promotions based on the profiles of at least one network device, comprising:
  - a promotion agent embedded in a network device for collecting viewership activity data of the network device;
  - a life-cycle manager server which receives the viewership activity data from the promotion agent and correlates the viewership activity data with program schedules to determine a viewer behavior associated with the network device;
  - the life-cycle manager server matches the determined viewer behavior to a group profile to determine a class of viewer associated with the network device;
  - the life-cycle manager server generates a viewership profile for the network device based on the correlated viewer behavior and the matched class of viewer associated with the network device, the generated viewership profile including the viewer behavior associated with the network device and the class of viewer associated with the network device;
  - the life-cycle manager server informing the network device of a type of individual on which distribution of promotions to the network device is based, by forwarding the viewership profile to the promotion agent, the viewership profile including long-term viewership activity data of the network device; and
  - the promotion agent collecting short-term viewership activity data of the network device and comparing the collected short-term activity data with the long-term activity data of the viewership profile in order to determine a type of individual presently interacting with the network device, the determined type of individual used to match the viewership profile with a membership criteria to generate a promotion group for distributing promotions.

2. (Original) The system of claim 1, wherein the viewership activity data of the network device includes a program channel on the network device.
3. (Original) The system of claim 1, wherein the viewership activity data includes a time at which the network device was tuned to the channel.
4. (Original) The system of claim 1, wherein the viewership activity includes a time at which the network device was tuned away from the channel.
5. (Previously presented) The system of claim 1, wherein the viewership activity data is collected if the difference between a time the network device was tuned to the channel and a time the network device was tuned away from the channel is greater than a configurable time period.
6. (Original) The system of claim 1, wherein the viewership activity data is collected by the promotion agent over a twenty-four hour period before the viewership activity data is received by the life-cycle manager.
7. (Original) The system of claim 1, wherein the viewership activity data includes a program viewed by a viewer.
8. (Original) The system of claim 7, wherein the viewership activity data provides a percentage of time the program was viewed by the viewer.
9. (Original) The system of claim 8, wherein the percentage of time is precise to within about one percent.
10. (Original) The system of claim 7, wherein the program belongs to a genre.
11. (Original) The system of claim 10, wherein the viewership activity data provides a percentage of time which the genre is viewed.
12. (Original) The system of claim 11, wherein the percentage of time is precise to within about one percent.

13. (Original) The system of claim 7, wherein the program belongs to multiple genres.
14. (Original) The system of claim 1, wherein the viewership profile data is matched with a group profile.
15. (Original) The system of claim 14, wherein the group profile is based on viewer attributes.
16. (Original) The system of claim 15, wherein the attributes include a geographic location.
17. (Original) The system of claim 15, wherein the attributes include demographic characteristics.
18. (Original) The system of claim 15, wherein the attributes include a genre of programs.
19. (Canceled)
20. (Previously presented) The system of claim 1, wherein the short-term viewership activity data spans over a time period of about one minute.
21. (Previously presented) The system of claim 1, wherein the short-term viewership activity data spans over a time period of about one hour.
22. (Original) The system of claim 1, wherein the viewership profile includes viewership activity data spanning a time period of about four weeks.
23. (Original) The system of claim 1, wherein the viewership profile includes viewership activity data spanning a time period of about eight weeks.

24. (Original) The system of claim 1, wherein the viewership profile includes viewership activity data spanning a time period of about twelve weeks.
25. (Original) The system of claim 1, wherein the viewership profile includes viewership activity data spanning a time period defined by a user of the system.
26. (Currently amended) A method for generating and using viewership profiles to facilitate distributing promotions based on the profiles to at least one network device, comprising the steps of:
  - collecting viewership activity data for a network device;
  - correlating the viewership activity data with program schedules to determine a viewer behavior associated with the network device;
  - matching the determined viewer behavior to a group profile to determine a class of viewer associated with the network device;
  - generating a viewership profile for the network device based on the correlation and the matching, the generated viewership profile including the viewer behavior associated with the network device and the class of viewer associated with the network device;
  - informing the network device of a type of individual on which distribution of promotions to the network device is based, by forwarding the viewership profile to the network device, the viewership profile including long-term viewership activity data of the network device;
  - collecting short-term viewership activity data of the network device; and
  - comparing the collected short-term viewership activity data with the long-term viewership activity data of the viewership profile in order to determine a type of individual presently interacting with the network device, the determined type of individual used to match the viewership profile with a membership criteria to generate a promotion group for distributing promotions.

27. (Original) The method of claim 26, wherein the step of collecting viewership activity data further includes collecting channels selected on the network device.
28. (Original) The method of claim 26, wherein the step of collecting viewership activity data further includes collecting a time at which the network device was tuned to the channel.
29. (Original) The method of claim 26, wherein the step of collecting viewership activity data further includes collecting a time at which the network device was tuned away from the channel.
30. (Previously presented) The method of claim 26, wherein the step of collecting viewership activity data collects viewership activity data if the difference between a time the network device was tuned to the channel and a time the network device was tuned away from the channel is greater than a configurable time period.
31. (Original) The method of claim 26, wherein the step of collecting viewership activity data is performed over a twenty-four hour period.
32. (Original) The method of claim 26, wherein the step of collecting viewership activity data includes collecting a program viewed by a viewer.
33. (Original) The method of claim 26, further comprising the step of matching the viewership profile of each network device with a group profile.
34. (Original) The method of claim 33, wherein the step of matching includes matching to the group profile based on viewer attributes.
35. (Original) The method of claim 34, wherein the step of matching includes matching to viewer attributes based on a geographic location.

36. (Original) The method of claim 34, wherein the step of matching includes matching to viewer attributes based on demographic characteristics.
37. (Original) The method of claim 34, wherein the step of matching includes matching to viewer attributes based on a genre of programs.
38. (Canceled)
39. (Previously presented) The method of claim 26, wherein the short-term viewership activity data spans over a time period of about one minute.
40. (Previously presented) The method of claim 26, wherein the short-term viewership activity data spans over a time period of about one hour.
41. (Original) The method of claim 26, wherein the step of generating the viewership profile
42. (Original) The method of claim 26, wherein the step of generating the viewership profile is based on viewership activity spanning a time period of about eight weeks.
43. (Original) The method of claim 26, wherein the step of generating the viewership profile is based on viewership activity spanning a time period of about twelve weeks.
44. (Previously presented) The method of claim 26, wherein the step of generating the viewership profile is based on viewership activity spanning a configurable time period.
45. (Currently Amended) A system for generating and using viewership profiles to facilitate distributing promotions based on the profiles of at least one network device, comprising:
  - a promotion agent embedded in a network device for collecting viewership activity data of the network device;
  - a life-cycle manager server which receives the viewership activity data from the promotion agent and correlates the viewership activity data with program schedules to determine a viewer behavior associated with the network device;

the life-cycle manager server matches the determined viewer behavior to a group profile to determine a class of viewer associated with the network device;

the life-cycle manager server generates a viewership profile for the network device based on the correlated viewer behavior and the matched class of viewer associated with the network device, the generated viewership profile including the viewer behavior associated with the network device and the class of viewer associated with the network device;

the life-cycle manager server informing the network device of a type of individual on which distribution of promotions to the network device is based, by forwarding the viewership profile to the promotion agent, the viewership profile including long-term viewership activity data of the network device; and

the promotion agent collecting short-term viewership activity data of the network device and comparing the collected short-term activity data with a ~~compressed version~~ of the long-term activity data of the viewership profile, transmitted from the life-cycle manager server to the promotion agent as a compressed version of the long-term activity data, in order to determine a type of individual presently interacting with the network device, the determined type of individual used to match the viewership profile with a membership criteria to generate a promotion group for distributing promotions.

46. (Currently Amended) A method for generating and using viewership profiles to facilitate distributing promotions based on the profiles to at least one network device, comprising the steps of:

collecting viewership activity data for a network device;

correlating the viewership activity data with program schedules to determine a viewer behavior associated with the network device;

matching the determined viewer behavior to a group profile to determine a class of viewer associated with the network device;

generating a viewership profile for the network device based on the correlation and the matching, the generated viewership profile including the

viewer behavior associated with the network device and the class of viewer associated with the network device;

informing the network device of a type of individual on which distribution of promotions to the network device is based, by forwarding the viewership profile to the network device, the viewership profile including long-term viewership activity data of the network device;

collecting short-term viewership activity data of the network device; and  
comparing the collected short-term viewership activity data with a compressed version of the long-term viewership activity data of the viewership profile, transmitted to the network device as a compressed version of the long-term activity data, in order to determine a type of individual presently interacting with the network device, the determined type of individual used to match the viewership profile with a membership criteria to generate a promotion group for distributing promotions.